

[11] Seat No.: \_\_\_\_\_

No. of Printed Pages: 01

**SARDAR PATEL UNIVERSITY**  
**BBA LLB (Hon) Examination, I<sup>st</sup> -Semester**  
**Monday, Date: 21/11/2016**  
**Session: Morning, Time: 10:00 A.M. To 12:00 P.M.**  
**Subject/Course Code: UL01CBBH03 / Paper No. V**  
**Subject/Course Title: PRINCIPLES OF FIRMS**

**Total Marks: 50**

**Instructions:**

- ❖ All the questions are mandatory.
- ❖ Each question carries certain marks. The mark for each question is stated at the right end of the question.
- ❖ Read the instructions very carefully. Also read the questions carefully before attempting to answer the questions.

Q-1	Define <b>management</b> ? Discuss levels of management with the help of <b>diagram</b> And also explain <b>characteristics of management</b>	13
	<b>OR</b>	
Q-1	What is management? Explain the <b>managerial roles of Henry Mintzberg's</b> in detail.	13
Q-2	Do as directed: ( <b>Attempt Any Two</b> )  A. Write a note on Functional organization structure B. Centralization Vs Decentralization C. Write a note on Elements of Delegation D. Authority Vs Responsibility	12
Q-3	Explain the <b>meaning, importance and styles of leadership</b> in detail.	13
	<b>OR</b>	
Q-3(A)	Write a <b>note on: Douglas McGregor "Theory X and Theory Y"</b> .	08
Q-3(B)	Define <b>motivation</b> and Explain <b>importance of motivation</b> .	05
Q-4	What are the <b>different communication symbols</b> ? Discuss <b>oral, written and non verbal communication</b> in detail with example.	12
	<b>OR</b>	
Q-4	What are the <b>importances of controlling</b> ? Explain with <b>controlling process</b> .	12